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FOR IMMEDIATE RELEASE

Media Alert: Walgreens Boots Alliance and Adobe Expand Partnership to Accelerate Personalized Experiences for Customers

- Walgreens Boots Alliance adds Adobe Workfront to enhance campaign collaboration and execution
- Partnership builds on omnichannel progress, with U.S. digital sales up 88% in Q1 2022

SAN JOSE, Calif. — March 15, 2022 – Adobe (Nasdaq:ADBE) and Walgreens Boots Alliance (Nasdaq:WBA) today announced a new stage of their partnership, which is already delivering results for WBA and its customers. It builds on the momentum in WBA's omnichannel strategy that has made shopping and healthcare experiences more engaging and personalized for consumers. With an expanding audience online, WBA is moving with greater efficiency to deliver new digital experiences and content.

The company is now using Adobe Workfront as its work management platform to accelerate these efforts, providing it a single destination for teams to collaborate and execute on campaigns. Integrated with enterprise applications in Adobe Creative Cloud and Adobe Experience Manager, Adobe Workfront empowers WBA to create, deliver and optimize experiences for millions of customers every day with consistency and speed.

The addition of Adobe Workfront builds on an existing partnership across Adobe Experience Cloud, which drives cross-channel customer insights and wide-scale personalization via web, mobile, and in-person retail. WBA achieved 88% growth in U.S. digital sales in the first quarter of the fiscal year 2022, driven by 3.6 million same-day pick-up orders. Consumers are taking note: In the same period, myWalgreens membership hit 92.4 million, up 7.2 million from the prior quarter.

Adobe Workfront will help accelerate more omnichannel experiences across WBA. With a comprehensive platform for teams to collaborate on, WBA can track and optimize campaigns, prioritize requests, automate approval workflows and provide greater visibility across the organization. With native integrations to Adobe Experience Manager and Adobe Creative Cloud, Adobe Workfront will equip WBA to meet the growing demands of a mature digital business, where every campaign requires personalized variations, tighter consistency across channels, and shorter turnaround times.

"As Walgreens Boots Alliance continues to scale its omnichannel presence, we are investing in new technologies to set ourselves up for long-term success," said Matt Harker, vice president of global marketing strategy and transformation, Walgreens Boots Alliance. "How we work and execute as an organization has become a key focus for the company, and our expanded use of Adobe Workfront will give us greater agility and finesse to meet the needs of our customers and patients."

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“Walgreens Boots Alliance is a trusted partner in the communities where it operates, and its focus on providing engaging and relevant digital experiences has helped fortify that position,” said Stephen Frieder, head of global enterprise sales at Adobe. “The addition of Adobe Workfront to their investment in Adobe Experience Cloud will unlock the potential of its workforce and enable the company to expand its ambitions around connected healthcare and retail experiences.”

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About Walgreens Boots Alliance

Walgreens Boots Alliance (Nasdaq: WBA) is an integrated healthcare, pharmacy, and retail leader serving millions of customers and patients every day, with a 170-year heritage of caring for communities.

A trusted, global innovator in retail pharmacy with approximately 13,000 locations across the U.S., Europe and Latin America, WBA plays a critical role in the healthcare ecosystem. The company is reimagining local healthcare and well-being for all as part of its purpose – to create more joyful lives through better health. Through dispensing medicines, improving access to a wide range of health services, providing high quality health and beauty products and offering anytime, anywhere convenience across its digital platforms, WBA is shaping the future of healthcare.

WBA has more than 315,000 team members and a presence in nine countries through its portfolio of consumer brands: Walgreens, Boots, Duane Reade, the No7 Beauty Company, Benavides in Mexico and Ahumada in Chile. Additionally, WBA has a portfolio of healthcare-focused investments located in several countries, including China and the U.S.

The company is proud of its contributions to healthy communities, a healthy planet, an inclusive workplace and a sustainable marketplace. WBA has been recognized for its commitment to operating sustainably: it is an index component of the Dow Jones Sustainability Indices (DJSI) and was named to the 100 Best Corporate Citizens 2021.

More company information is available at www.walgreensbootsalliance.com.

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